

"Landmark/Van Dorn is a disjointed-noncontiguous area bisected by high capacity roadways carrying regional traffic and lacking a circulation grid and pedestrian connectivity"

The Objectives

Plan Objectives as Identified in Community Meetings

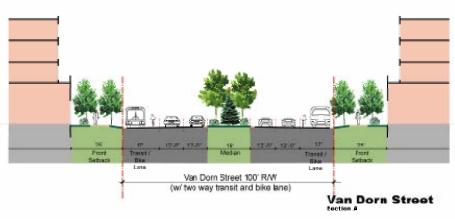
Redevelop the auto-oriented Landmark Mall into a new pedestrian oriented retail/residential community



Create a vision and planning framework for redevelopment of the land adjacent to and south of Landmark Mall along Van Dorn modeled on Council's vision for urban villages

The Objectives

Implement vehicular and transit improvements to mitigate the transportation issues in Alexandria's West End









Ensure public benefit with all new redevelopment

- Affordable Housing
- Open Space
- Underground Parking
- New supporting Infrastructure

June 29, 2006

The Strategy

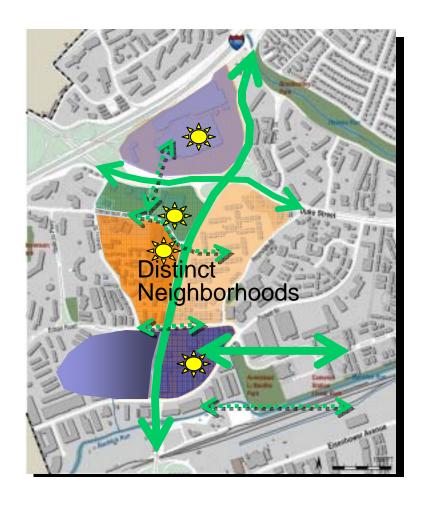
- Capitalize upon the opportunity presented by large property owners that have expressed interest in redevelopment
- Provide incentives to redevelop e.g., additional density, height
- Balance public benefit with additional development
 - Traffic/Transit Enhancements
 - Affordable Housing
 - Open Space/Recreation
 - Place making/Urban Design framework
 - Infrastructure



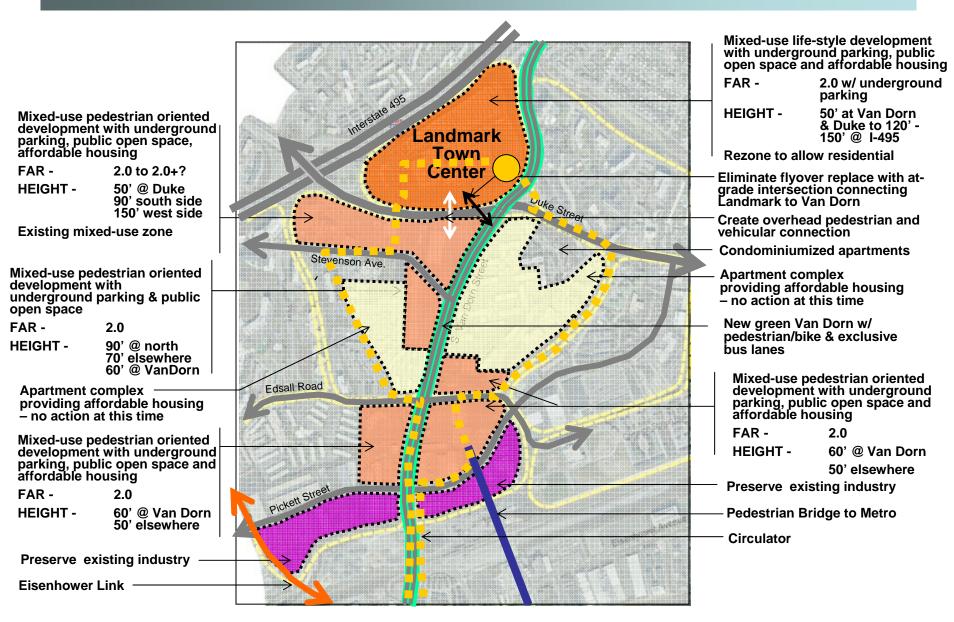
- Create Distinct Neighborhoods and activity centers;
- Establish appropriate bldg heights;
- Establish appropriate FAR to stimulate quality redevelopment, establish neighborhoods;
- Maintain and create affordable housing;
- Create usable public open space that creates identity, and establish a sense of place
- Establish Van Dorn and Duke as a green Boulevards
- Provide Connections between Neighborhoods

June 29, 2006

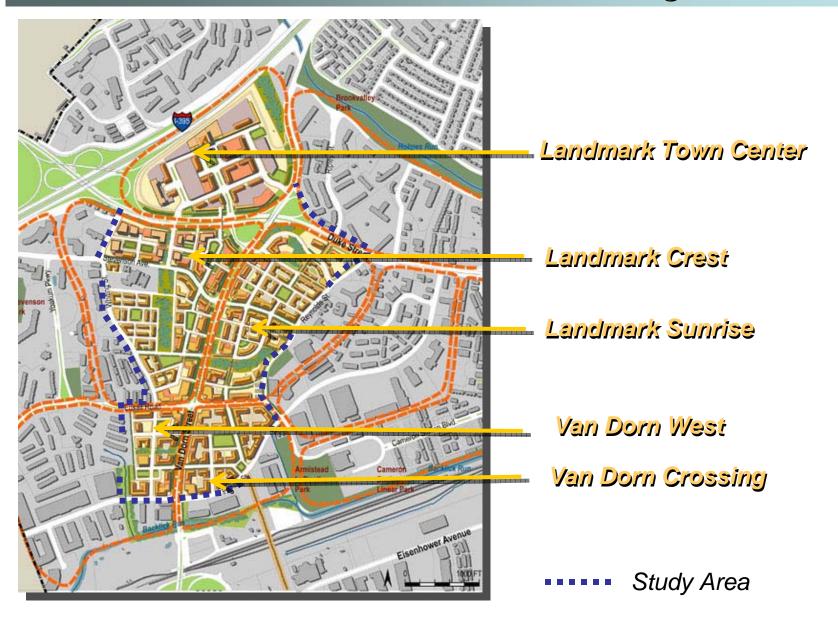
Pedestrians/vehicles/open space

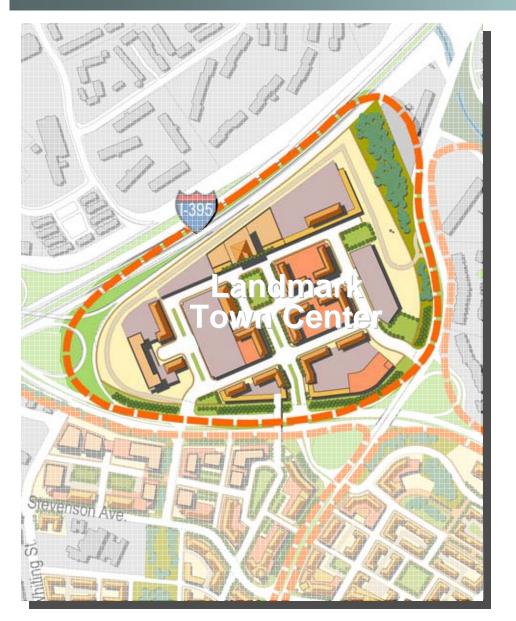


DEVELOPMENT CONCEPT



The Neighborhoods





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Landmark Town Center

Existing

- Outdated, auto-oriented, enclosed mall shopping center
- Disconnected from surrounding development by major roadways
- Ugly parking, elevated roads *Vision*
- A Town Center for the West End
- Mixed-use entertainment, retail residential uses in a walkable environment
- Accessible for surrounding areas



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Landmark Crest

Existing

 Older auto-oriented retail shopping centers, garden apartments and high-rise apartments

- Activities that support the Town Center and are linked visually and physically across Duke Street
- A neighborhood center on Van Dorn Street accessible from residential
- An attractive Van Dorn frontage



The Neighborhoods



Landmark Sunrise

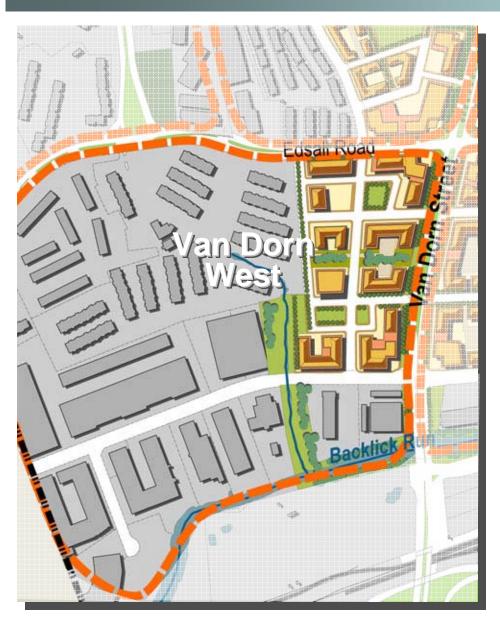
Existing

- Older garden and high-rise apartments that provide affordable housing
- Strip commercial on Edsall Rd.

- A walkable neighborhood with connections to neighborhood retail across Van Dorn
- New neighborhood open spaces



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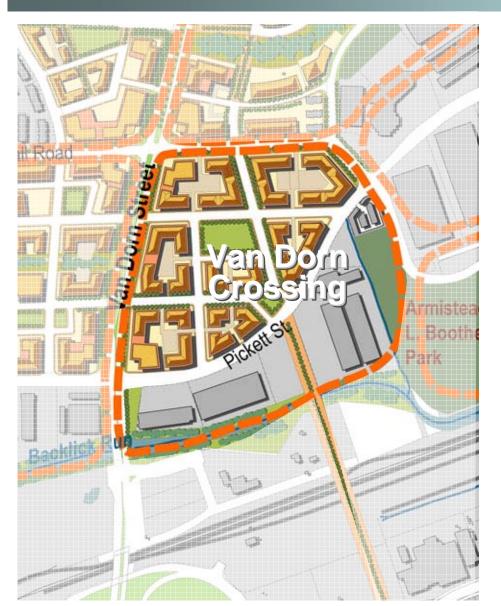
Van Dorn West

Existing

- Commercial strip retail development along Van Dorn
- No public open space

- A walkable, mixed-use development with neighborhood oriented retail uses and gathering places
- An attractive frontage along Van Dorn





The Neighborhoods

Van Dorn Crossing

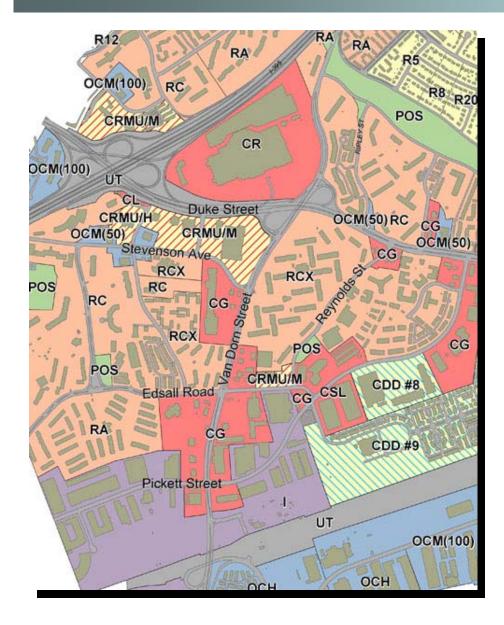
Existing

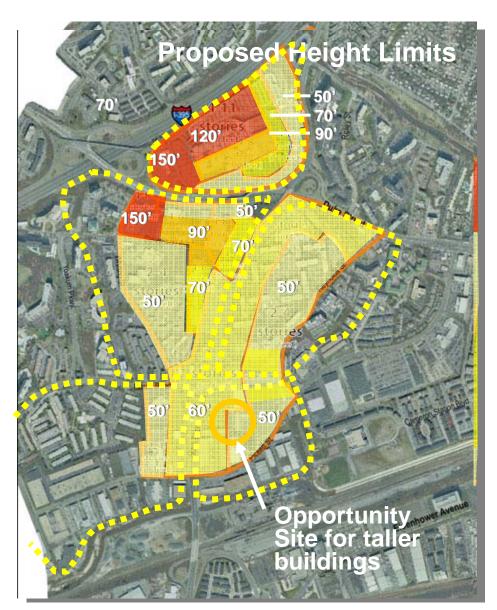
- Auto-oriented shopping centers with surface parking on Van Dorn
- Industrial and warehouse buildings on Pickett
- Truck traffic and parking on Pickett

- A community center for surrounding neighborhoods
- A mixed use neighborhood with public open space and community gathering areas
- An attractive gateway to Alexandria on Van Dorn Street



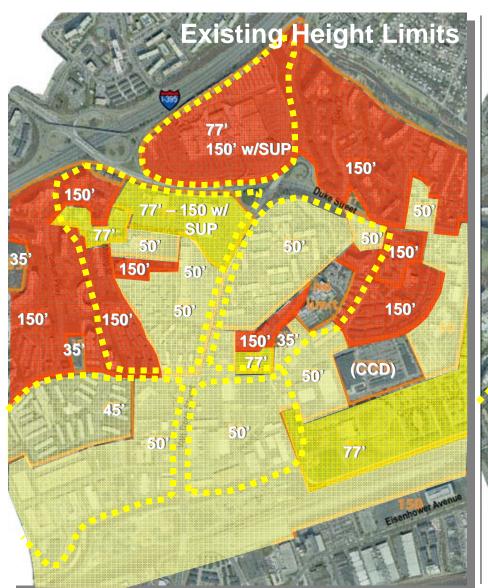
EXISTING ZONING





Height Limit

Landmark/Van Dorn Area Plan







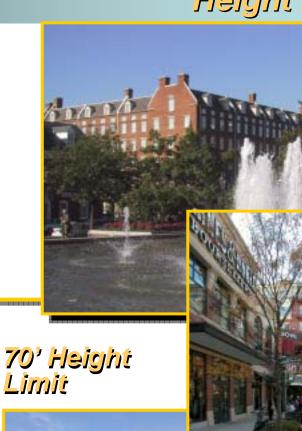




60' Height Limit













90' Height Limit

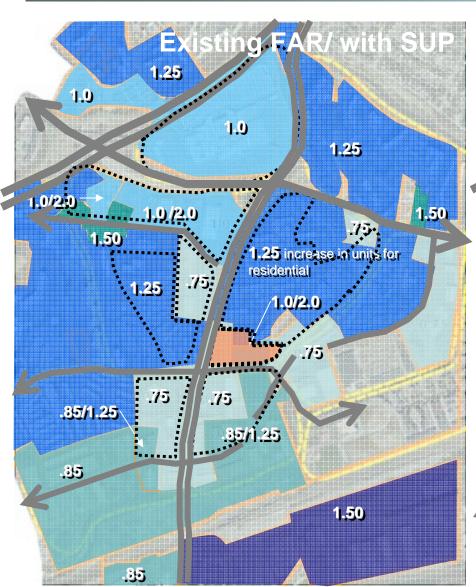


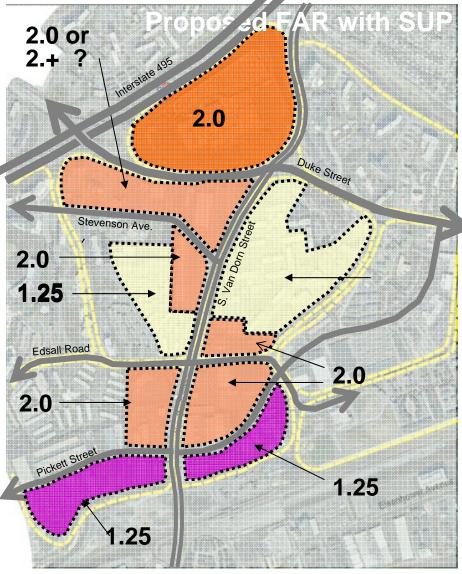




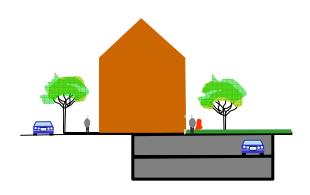
120' Height Limit







Landmark/Van Dorn Area Plan AFFORDABLE HOUSING BONUS



Underground parking reduces the visual bulk of the parking & allows the open space to be at grade

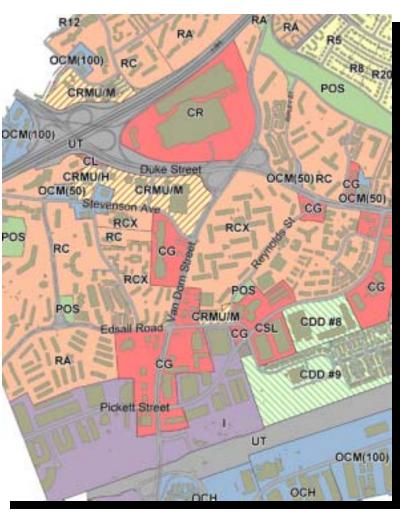


Above grade, screened parking increases the visual building bulk by 50% to 150% and places private open space on upper levels

Should we create a tiered incentive FAR?

- Level 1 Allow FAR to 1.5? w/ SUP to:
 - Encourage underground parking to:
 - reduce overall mass of buildings
 - create public open space
 - create private open space that is visually accessible at street/ sidewalk level
 - Discourage above grade parking surrounded by building
- Level 2 Increase bonus FAR to 2.0? gross FAR to:
 - Provide affordable housing

Affordable Housing Further Incentive?



Policy Issue

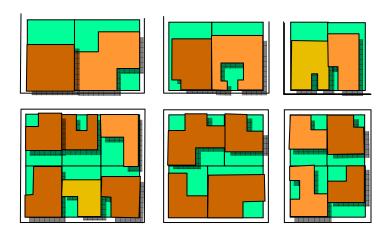
- Existing CRMU Zoning permits 2.0 FAR with a special use permit
- The zone is one of the highest density zones within the City
- The Plan does not recommend increasing FAR for these sites
- The property ownerapplicant is eligible to apply for 20% density bonus using existing zoning to a total FAR of 2.4 FAR



Public Open Space

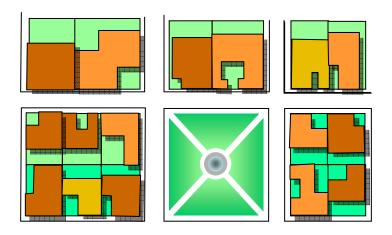
 Cameron Station 	45%
 Potomac Yard 	40%
• Eisenhower East	35%
 Carlyle 	40%
 Landmark 	20%

OPEN SPACE



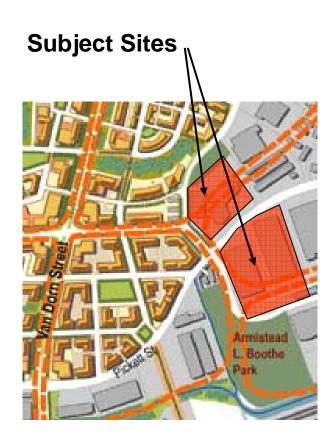
Option 1 – Require minimum amount of open space for each site (assume 25%)

- Streetscape/streetwall guidelines conflict with providing open space on the street façade
- Open space becomes private space



Option 2 – Identify optimum location for public open space – acquire and develop

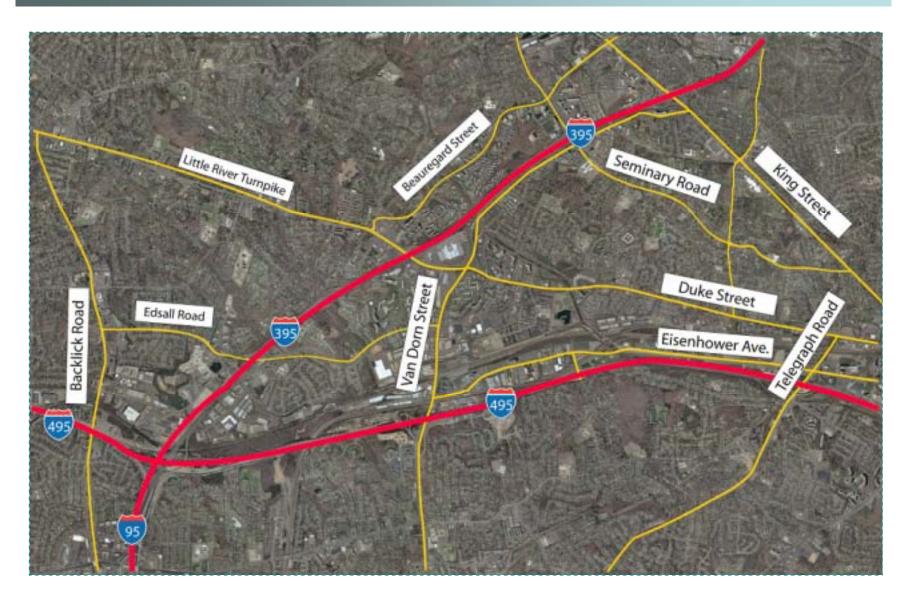
- Creates community identity, a place maker – adds value to surrounding properties
- Alternative Financing
 - Purchase with open space funds
 - Reduce on site open space rqmt. to 20%. Require 5% of lot area value to be paid to open space fund.

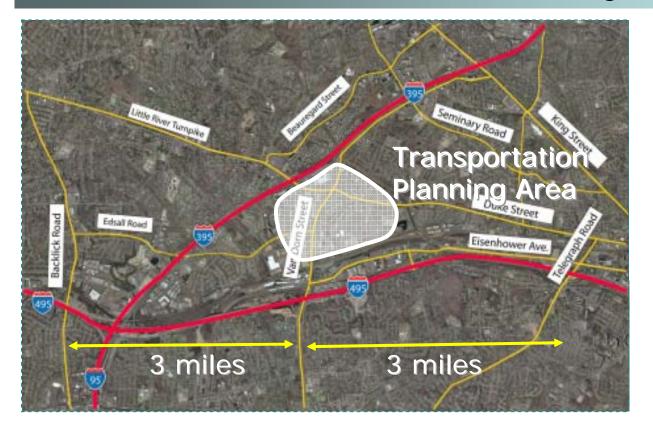


Policy Issue

- Existing commercial uses are encouraged to be retained by the Master Plan and Small Area Plan:\;
- The City has recently received proposals for redevelopment of Commercial to Residential;
- Existing CSL Zone permits residential at .75 FAR with SUP;
- City has received requests for the Plan to expand the boundaries of the Plan to include parcels adjacent to the Planning Area along Pickett;
- IS THE EXPANSION OF THE PLAN TO INCLUDE THESE PARCELS APPROPRIATE?

Regional Circulation Routes



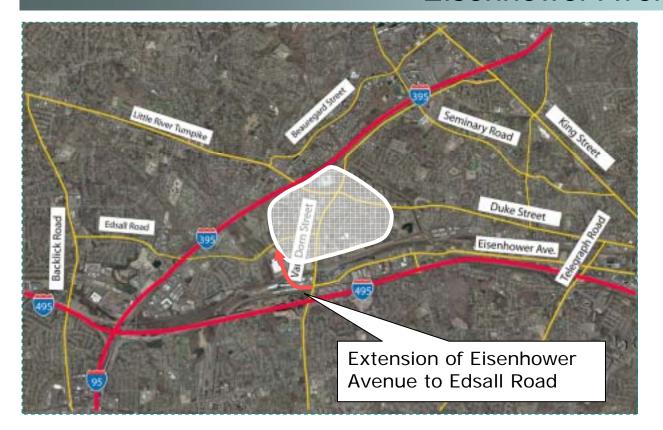


- Wide arterial spacing places high demand on Van Dorn Street through planning area.
- Wide arterial spacing means many turning movements at major intersections.

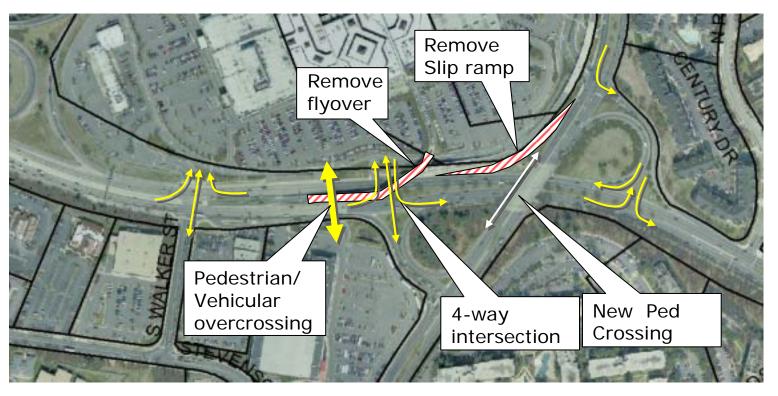
CIRCULATION IMPROVEMENTS

- Improved Duke Street access
- Addition of grid of streets
- Addition of Transit Improvements
 - Exclusive bus routes on Van Dorn
 - Circulator
- Mixed-Use pedestrian environment that reduces trips
- Change of land use to residential

Eisenhower Avenue Extension

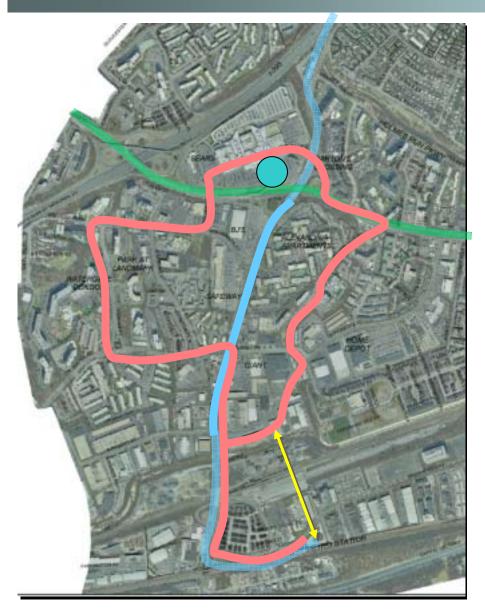


- Extension of Eisenhower to Edsall provides options for through traffic.
- Distributes turning movements among multiple intersections.
- Provides another route to 395.



Ties two sides of Duke Street together. Provides many more options for local circulation.

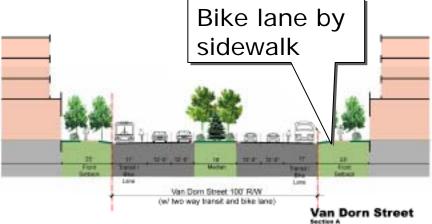
Transit Strategies



- Dedicated transit lanes on Van Dorn
- Anticipate areawide transit lanes
- Transit circulator from
 Landmark Mall to Metro
- Transit center near Landmark Mall
- Pedestrian path and bridge from Pickett
 Street to Van Dorn Metro
- Street grid and pedestrian improvements

Pedestrian and Bike Strategies

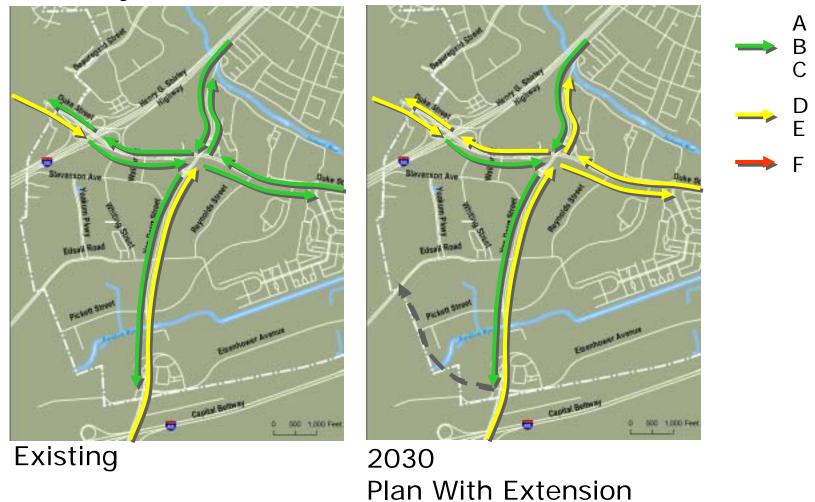




- Roadway grid with additional pedestrian links
- Pedestrian crossing of Duke at Van Dorn and BJ's
- Bike lanes on Van Dorn
- Backlick Run bike trail
- Pedestrian enhancements at intersections

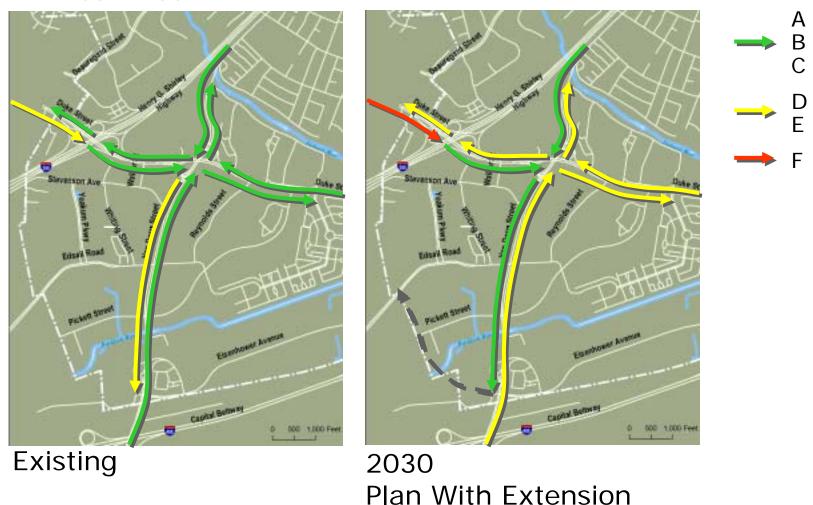
Roadway Level of Service

Roadway Level of Service, AM Peak Hour



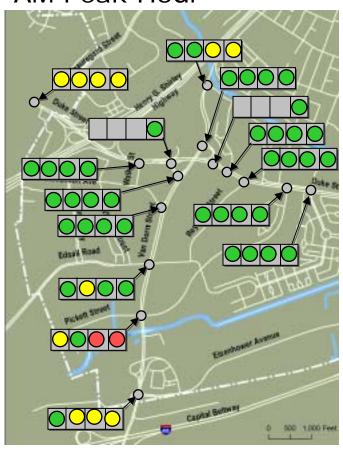
Roadway Level of Service

PM Peak Hour

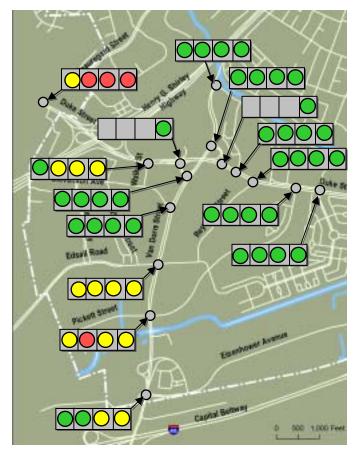


Intersection Level of Service

AM Peak Hour



PM Peak Hour



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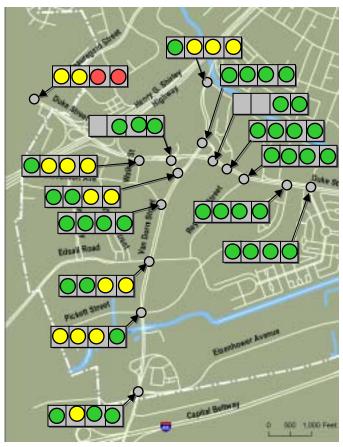
Existing 2015 Zoning Exist Access

2015 Plan Exist Access

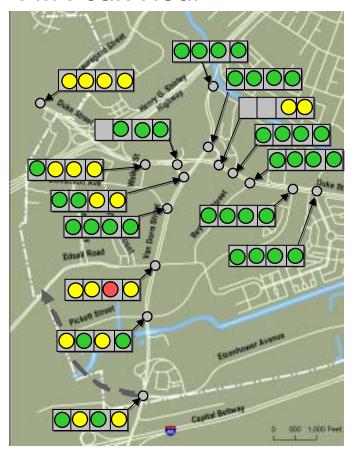
2015 Plan New Access

Intersection Level of Service

AM Peak Hour



PM Peak Hour



Existing 2030 Zoning 2030 Plan 2030 Plan With Extension Extension

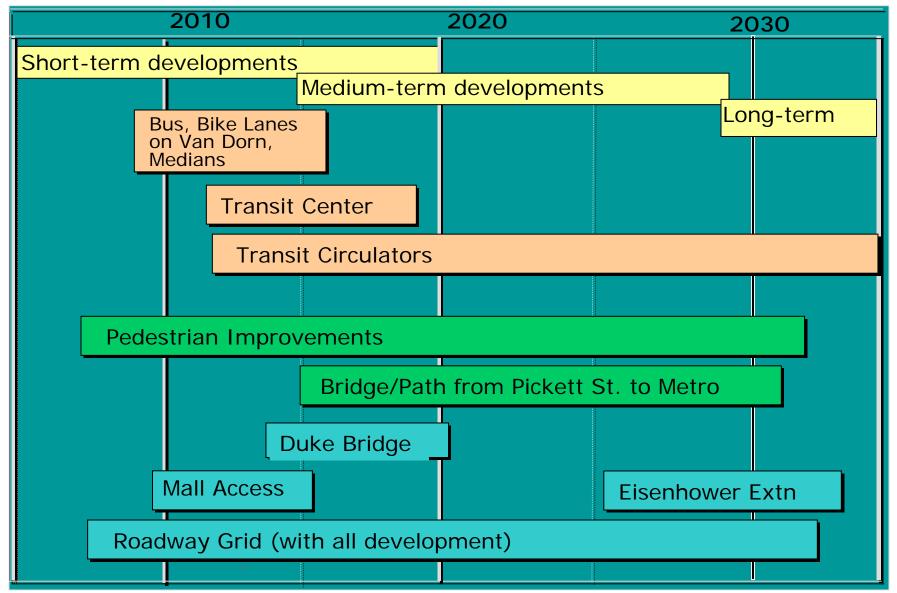
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Infrastructure Improvements

Concept Budget

Transit	Concept Buages
Dedicated bus lanes on Van Dorn Street	\$ 7,400,000
Transit center at/near Landmark Mall	2,600,000
Pedestrian path and bridge from Pickett to Van Dorn Metro	2,500,000
Circulator bus operations (\$1,500,000 per year)	1,000,000
Roadways	
Roadway grid (with development)	12,200,000
Demolish Flyover, 4-way intersection at mall entrance	1,500,000
Reconstruct Duke westbound ramps, T intersection	1,500,000
Pedestrian/vehicle bridge over Duke Street at BJ's/Mall	3,000,000
Extend Eisenhower Avenue to Edsall Road	25,000,000
Pedestrians and Bikes	
Median lengthening at crossings on Van Dorn	1,500,000
Bike paths on Van Dorn Street	1,000,000
Other pedestrian enhancements and connections	1,000,000
Total capital costs, including developer-funded improvements	\$60,200,000

Infrastructure Phasing



- Is the concept for the height and increased density appropriate?
- Affordable Housing Should there be a two tier approach?
- Open Space Should there be public/private funding mechanisms to allow the City to be pro-active in the acquisition and development of public open space?
- Comments on the transportation/transit strategies/ infrastructure needed to support the new urban center.

HEIGHT & FAR

